

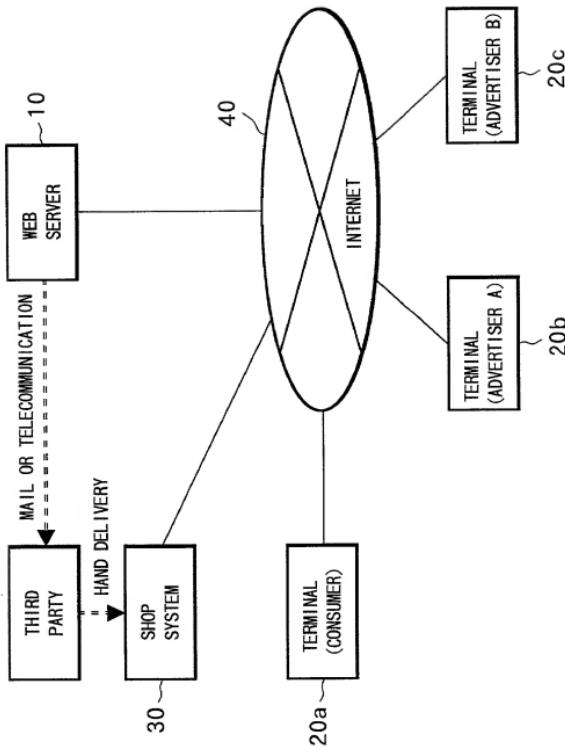
FIG. 1

FIG.2

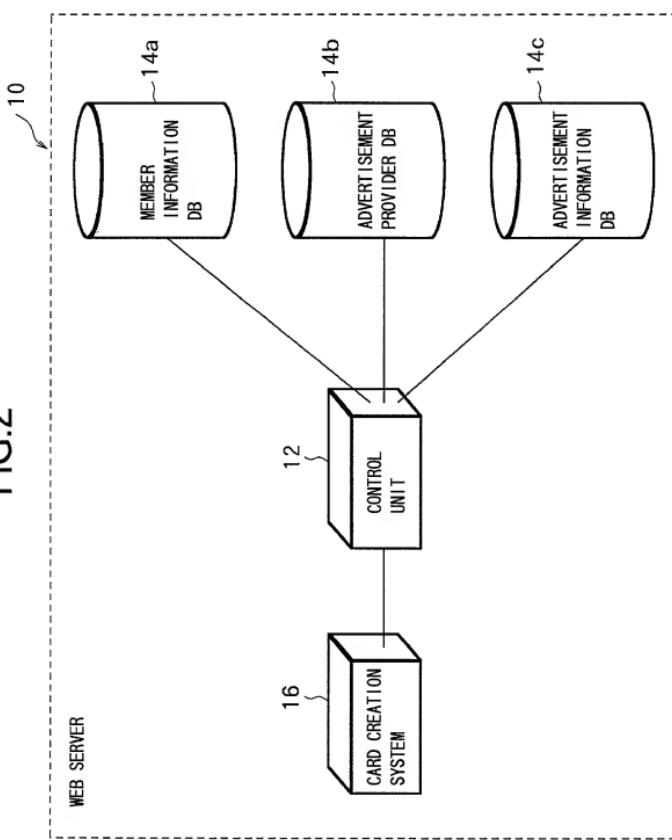


FIG.3

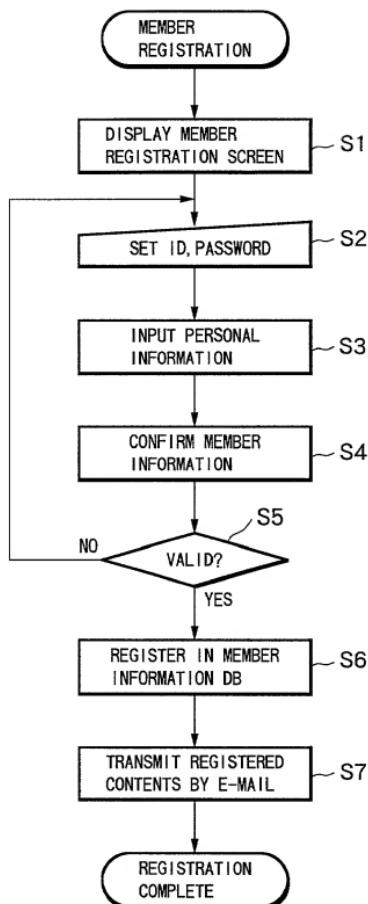


FIG.4

50

"MEMBER REGISTRATION SCREEN"

MEMBER ID	M000001
PASSWORD	*****
NAME	KADO OKURU
SEX	<input checked="" type="checkbox"/> MALE <input type="checkbox"/> FEMALE
DATE OF BIRTH	1975 06 30
ADDRESS	O-O-O KICHIJOJI, MUSASHINO-SHI, TOKYO
TELEPHONE NUMBER	0422-20-XXXX
FAX NUMBER	0422-23-XXXX
E-MAIL ADDRESS	kado@fjb.net.jp
OCCUPATION	(1) STUDENT
HOBBIES	(1) MUSIC
INTERESTS	(6) COMPUTER
PROVIDE INFORMATION	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
<input type="button" value="REGISTER"/> <input type="button" value="CANCEL"/>	

FIG.5

MEMBER ID	PWD	NAME	SEX	DATE OF BIRTH	REGION	ADDRESS	TELEPHONE NUMBER	FAX	E-MAIL	PROVIDE INFORMATION	OCCUPATION	Hobbies	INTERESTS	UTILIZATION FREQUENCY
M000001	*** KADO OKURU	S00	1975/06/30	R03	KICHIJOJI HONCHO, MISASHI NO-SHI TOKYO	0422-20-XXXX	0422-23-XXXX	Kado@fjb.net.jp	I01	J0001	T0001	T0006	5	

FIG.6

SEX ID	CONTENTS
S00	MALE
S01	FEMALE

FIG. 7

PROVIDE INFORMATION ID	CONTENTS
101	YES
102	NO

FIG. 8

OCCUPATION ID	CONTENTS
J0001	STUDENT
J0002	COMPANY EMPLOYEE (OFFICE WORK)

FIG.9

TARGET FIELD ID	CONTENTS
T0001	MUSIC
T0002	MOVIES
T0003	DRIVING
T0004	GOLF
T0005	FISHING
T0006	COMPUTER
T0007	TENNIS

FIG. 10

REGION ID	REGION NAME	NAME (1)	NAME (2)	NAME (3)	NAME (4)	NAME (5)	NAME (6)	NAME (7)	NAME (8)	NAME (9)	NAME (10)
R01	HOKKAIDO	HOKKAIDO									
R02	TOKOKU	AOMORI	AKITA	IWATE	YAMAGATA	MIYAGI	FUKUSHIMA				
R03	KANTO	GUMMIA	IBARAKI	SAITAMA	CHIBA	TOKYO	KANAGAWA				

FIG.11

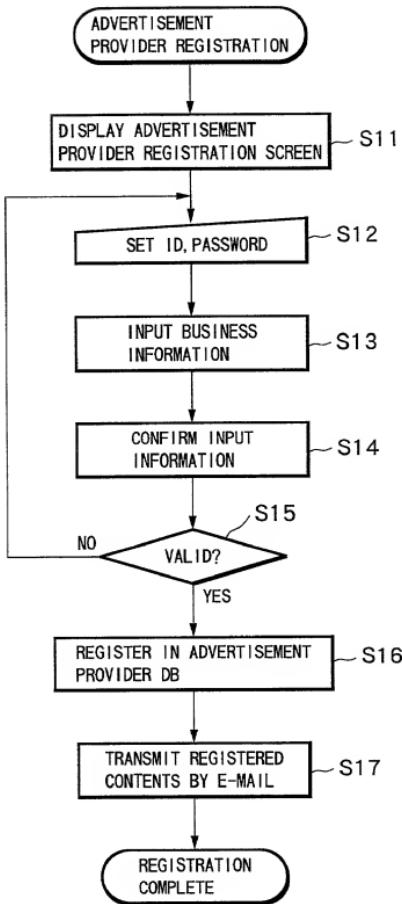


FIG.12

52

"ADVERTISEMENT PROVIDER REGISTRATION SCREEN"

ADVERTISEMENT PROVIDER ID	C00001
PASSWORD	*****
NAME	MOVIE JAPAN, INC.
ZIP CODE	112-8572
ADDRESS	○-○-○ KOURAKU, BUNKYO-KU, TOKYO
SECTION IN CHARGE	MARKETING SECTION
PERSON IN CHARGE	TARO EIGA
TELEPHONE NUMBER	03-5804-XXXX
FAX NUMBER	03-5804-XXXX
E-MAIL ADDRESS	xxx.Music.net.jp
TYPE OF BUSINESS	(2) MOVIES

FIG. 13

BUSINESS ID	PWD	BUSINESS NAME	ADDRESS	ZIP CODE	SECTION IN CHARGE	PERSON IN CHARGE	TELEPHONE NUMBER	FAX	E-MAIL	TYPE OF BUSINESS	NO. OF ADVERTISEMENTS	UTILIZATION FREQUENCY
C00000001	***	MOVIE JAPAN, INC.	112-0-0-O	8572	MARKETING SECTION	TARO EI GAI	03-5804-XXX	03-5804-XXX	xxx@movie.net	T0002	10	1

FIG.14

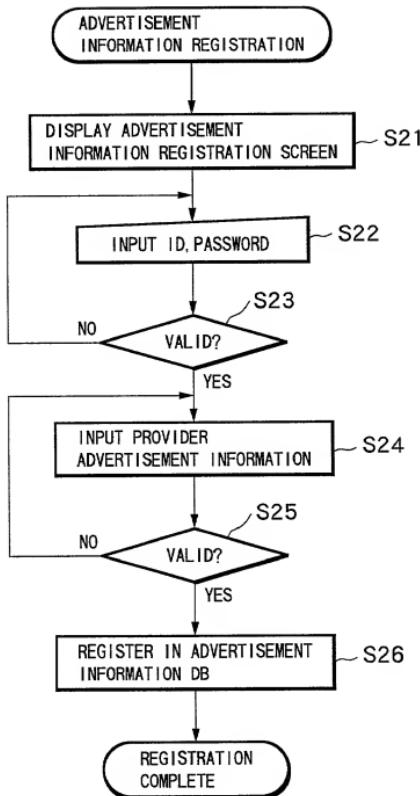


FIG.15

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)

"ADVERTISEMENT INFORMATION REGISTRATION SCREEN"

ADVERTISEMENT PROVIDER ID	C00001		
PASSWORD	*****		
ADVERTISEMENT ID	A0001		
DATA NAME	NEW RELEASE INTRODUCTION 20000626		
TARGET GENERATION	20	~	24 YEARS
TARGET REGION	(3) KANTO		
TARGET SEX	(1) MALE		
TARGET FIELD	(2) WATCHING MOVIES		
TARGET OCCUPATION	(2) COMPANY EMPLOYEE(OFFICE WORK)		
DISCOUNT UNIT	%		
DISCOUNT RATE	A RANK		15
	B RANK		10
	C RANK		5
	SPECIAL		50
NO. OF ADVERTISEMENTS	10000	VIEWS	
LIMIT	(5) UP TO FIVE SHEETS AT ONE TIME		
PERIOD	FROM	20000801	
<input type="button" value="REGISTER"/>		<input type="button" value="CANCEL"/>	

FIG. 16

FIG.17

GENERATION ID	CONTENTS
Y0009	0~9 YEARS
Y1014	10~14 YEARS
Y1519	15~19 YEARS
Y2024	20~24 YEARS
Y2529	25~29 YEARS
Y3034	30~34 YEARS
Y3539	35~39 YEARS
Y4049	40~49 YEARS
Y5060	50~59 YEARS
Y6099	OVER 60
Y0099	ALL GENERATIONS TARGET

FIG.18

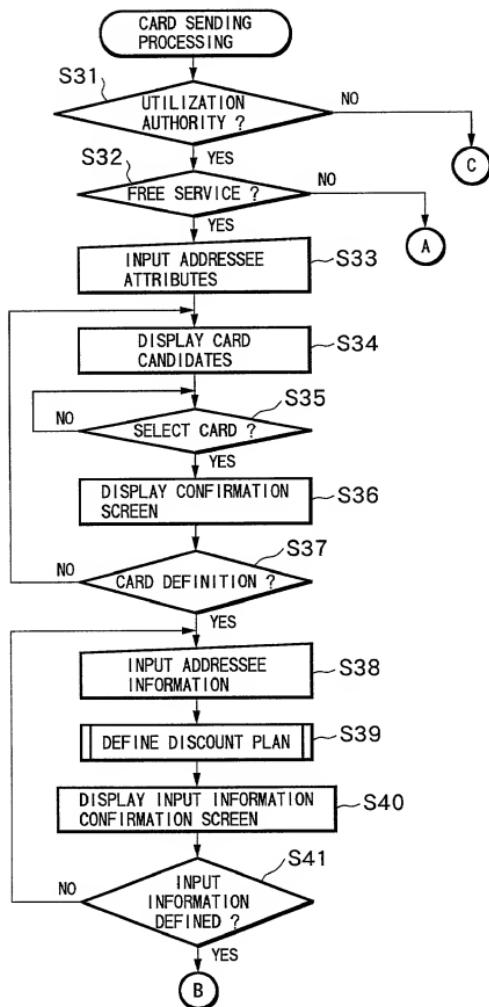


FIG.19

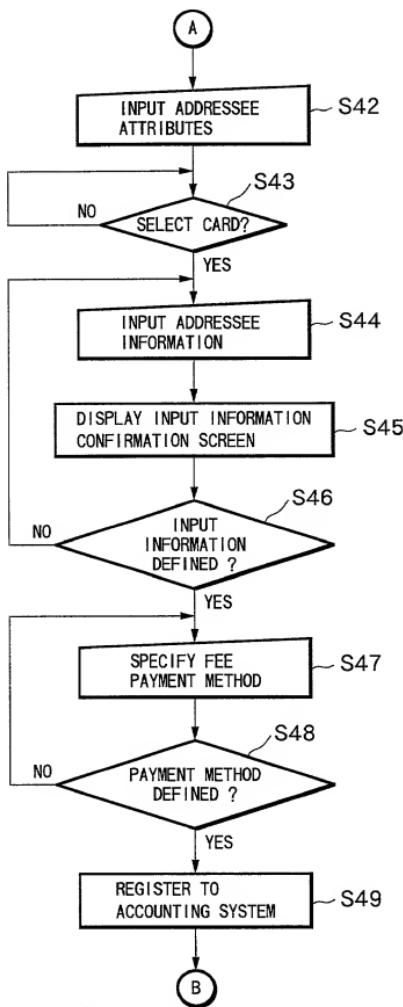


FIG.20

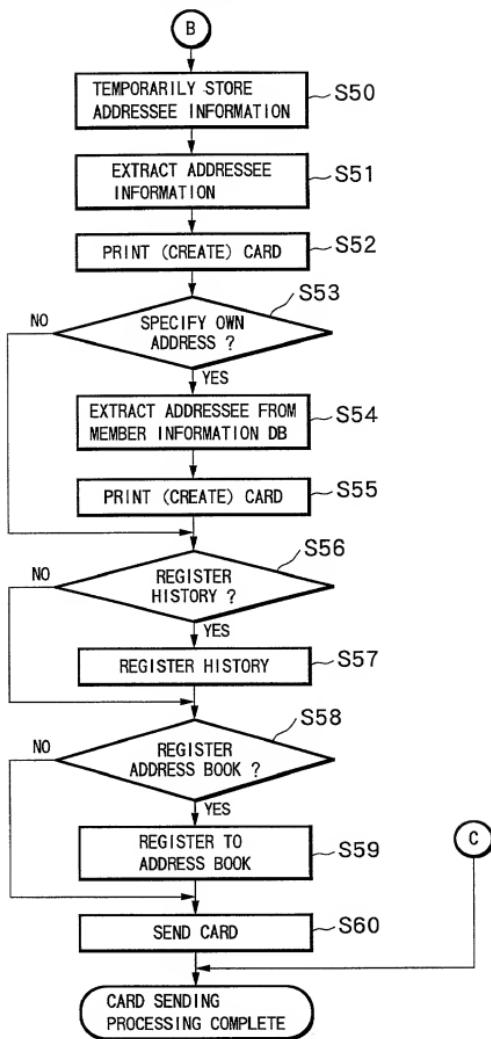


FIG.21

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DEAR Mr. KADO

TO WHOM DO YOU WISH TO SEND A POST CARD OR
ELECTRONIC GREETING CARD ?

FILL IN THE FOLLOWING SURVEY IN ORDER TO
AUTOMATICALLY DISPLAY THE CARD CANDIDATES
WHICH THAT PERSON LIKES.

=====

IS THE OTHER PARTY A MALE OR FEMALE ?

MALE FEMALE

HOW OLD ARE THEY ? [20~24] YEARS

OCCUPATION ? [STUDENT]

HOBBIES ? [WATCHING MOVIES]

WHICH DO YOU WANT, A POST CARD OR ELECTRONIC
GREETING CARD ? [POST CARD]

FORWARD

BACK

FIG.22

58

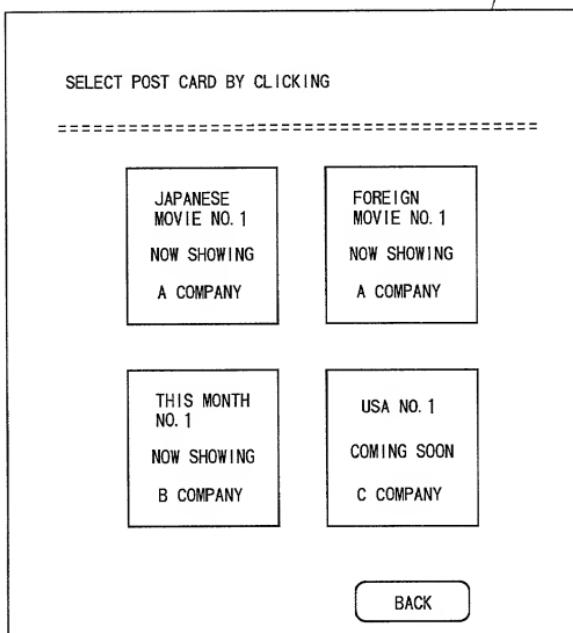


FIG.23

60

IS THIS CARD OK ?

MATCH THE SENDER ATTRIBUTE DATA WITH AN ADVERTISEMENT MADE BY C COMPANY FOR THOSE ATTRIBUTES, AND DISPLAY THIS.

ISSUE COUPON

USA NO. 1
COMING SOON
C. COMPANY

THIS CARD IS TO INTRODUCE
"OOO" MOVIE COMING SOON

[CLICK HERE FOR MOVIE THEATRE](#)

IS THIS CARD OK ?

YES SELECT ANOTHER CARD

FORWARD

BACK

FIG.24

62

INPUT MESSAGE AND ADDRESS

RETRIEVE
ADDRESS BOOK

ADDRESS

NAME:

MESSAGE

IT'S BEEN A LONG TIME. HOW ARE YOU ?
THE HOT WEATHER IS CONTINUING.
HOW ABOUT WATCHING A MOVIE TO PASS
AWAY THE SUMMER.

LEAVE AS HISTORY ? YES NO

REGISTER IN ADDRESS BOOK ? YES NO

FORWORD

BACK

FIG.25

64

<p>A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>POST PAID <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>www.fjb.co.jp/</p>	
<p>Mr. TORU FUJI O-O O NISHI SHINJUKU, SHINJUKU-KU TOKYO</p> <p>FROM KADO</p> <p>(MESSAGE SPACE)</p> <p>IT'S BEEN A LONG TIME, HOW ARE YOU ? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER.</p>	
<p>NATIONWIDE C COMPANY FOREIGN MOVIE, COMING SOON</p> <p>http://www.fjb.co.jp/cinema/</p> <p><input type="checkbox"/> FUJITSU <input type="checkbox"/></p> <p>CONFIRM (FRONT)</p> <p>AMEND</p> <p>CONFIRM (BACK)</p>	

FIG.26

66

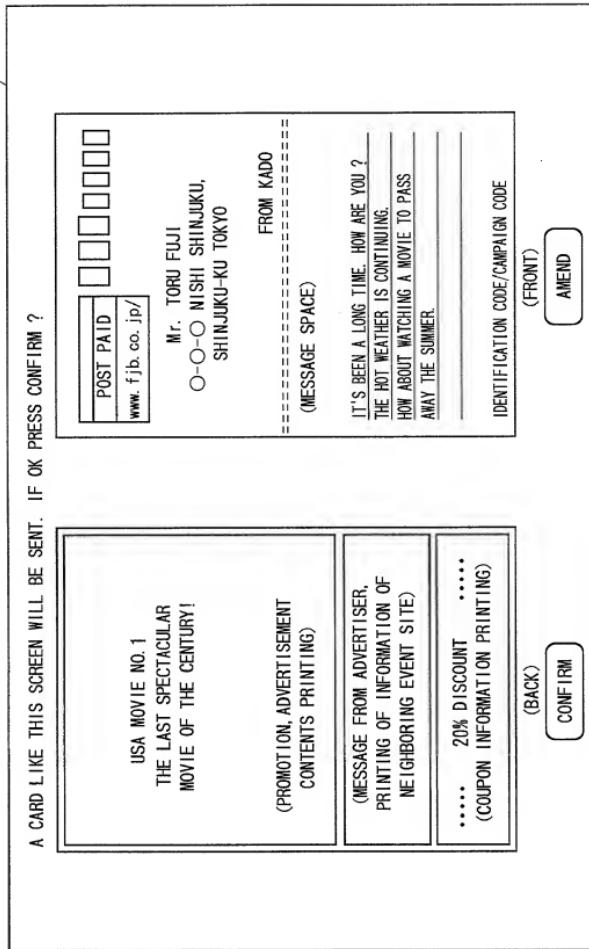


FIG.27

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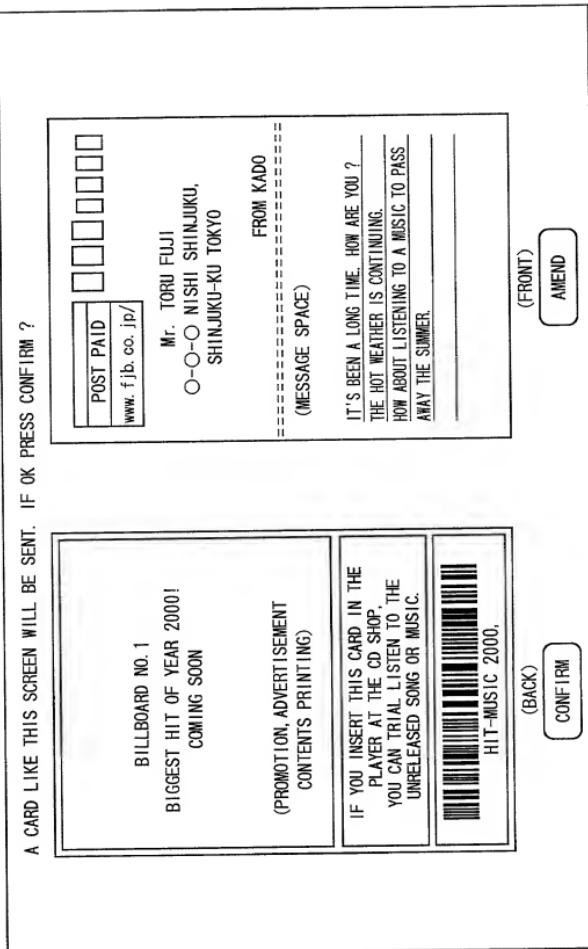


FIG.28

70

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

USA MOVIE NO. 1 THE LAST SPECTACULAR MOVIE OF THE CENTURY !	
NATIONALIDE C COMPANY FOREIGN MOVIE, COMING SOON	
http://www.fib.co.jp/cinema/ <input type="checkbox"/> FUJITSU	
(BACK)	CONFIRM
IDENTIFICATION CODE/CAMPAGN CODE (FRONT) <input type="checkbox"/> AMEND	
FROM KADO (MESSAGE SPACE)	
Mr. M00001 (NAME AND ADDRESS IS PRINTED ON THE ACTUAL CARD)	
POST PAID <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> www.fib.co.jp/	
IT'S BEEN A LONG TIME, HOW ARE YOU ? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER.	

FIG.29

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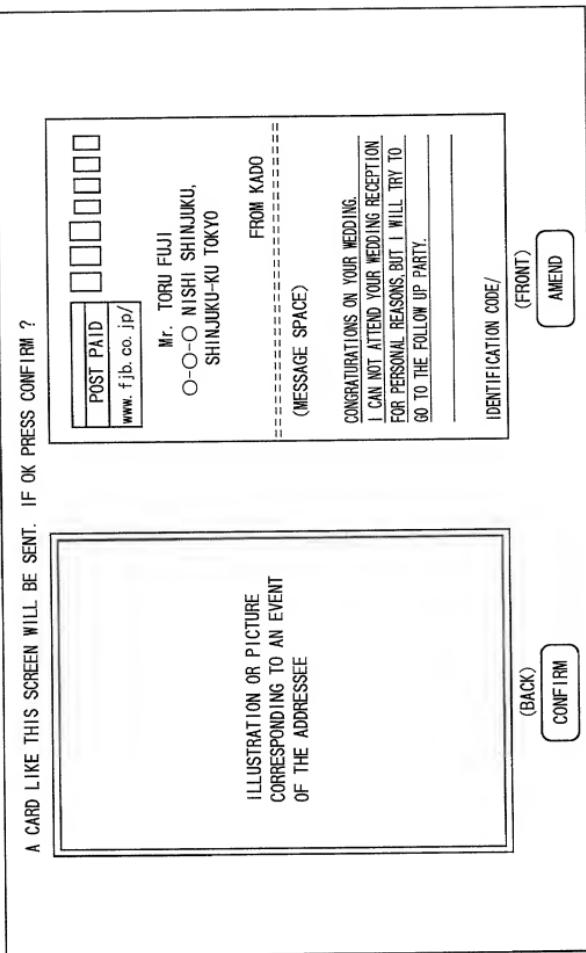


FIG.30

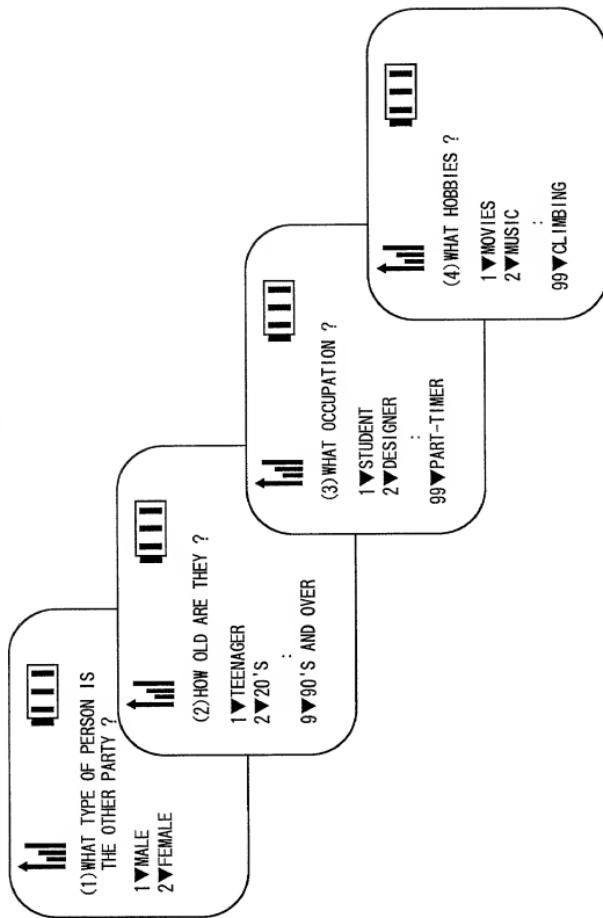


FIG.31

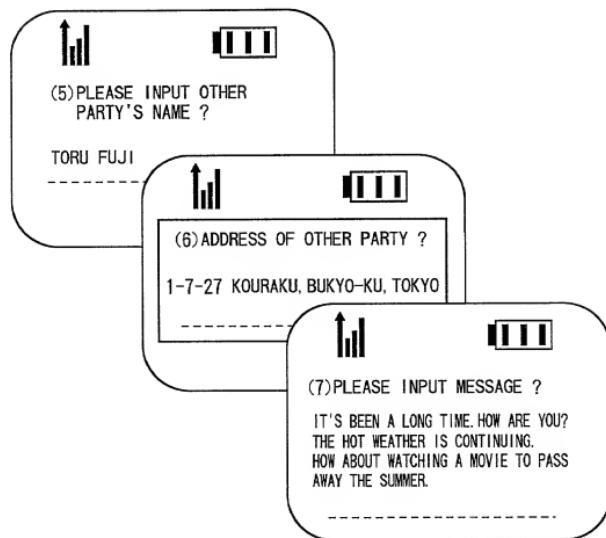


FIG.32

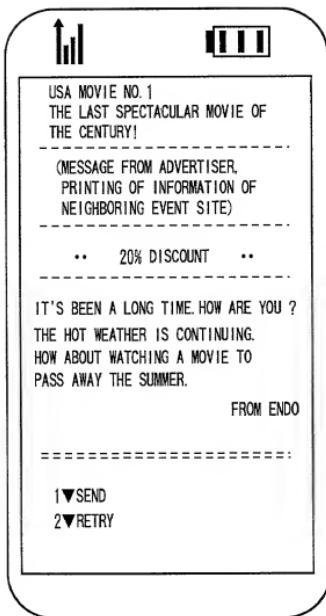


FIG.33

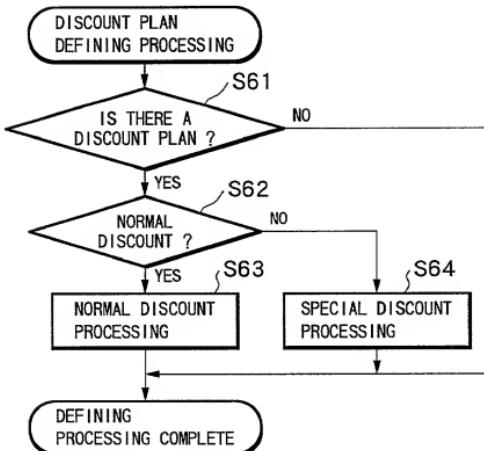


FIG.34

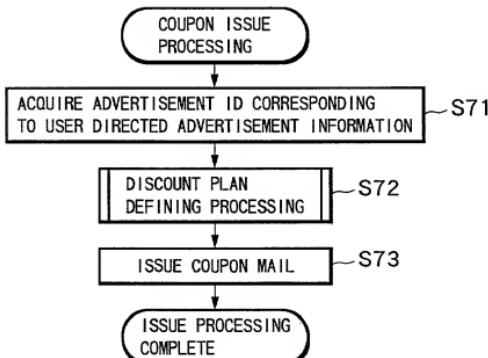


FIG.35

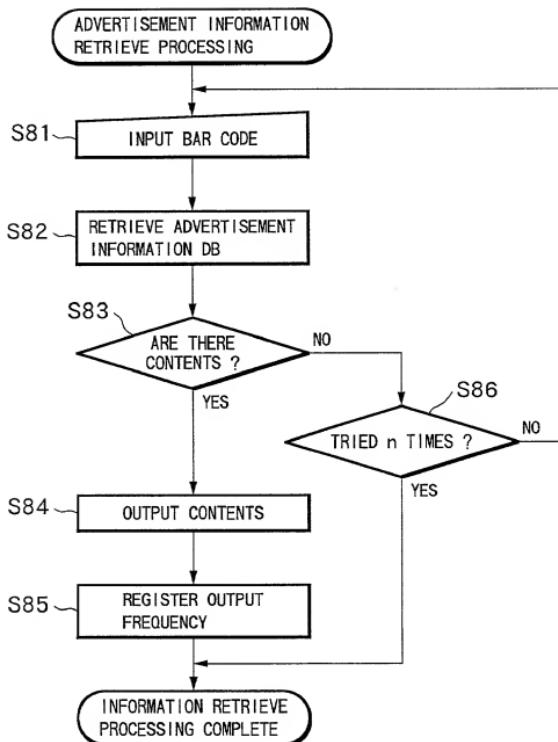


FIG.36

CARD IDENTIFICATION CODE	OUTPUT CONTENTS NAME	BUSINESS ID	EXPIRY DATE	NUMBER OF CONTRACTS	NUMBER OF OUTPUTS
HIT-MUSIC 2000.	HITMUSIC2000-000931	C000001	2000/9/31	10000	1208